

FOR IMMEDIATE RELEASE

**Contact: Kelli Hernandez
520.280.7525
Kelli@insightfulconcepts.com**

Insight Marketing Communications Brings Home Seven Lantern Awards

October 15, 2009 -- Navarre, Fla. -- Insight Marketing Communications Inc. was recently honored with seven Lantern Awards by the Southern Public Relations Federation for outstanding work on behalf of their Florida-based clients at the Gold Strike Resort and Casino in Tunica, Miss.

The Insight team was the most decorated entrant in the regional competition, which features some of the most outstanding public relations work seen throughout Florida, Louisiana, Alabama and Mississippi. Awards, including Certificates of Merit, Awards of Excellence and the highly coveted Lantern Awards were given in 25 categories.

"This year's Lantern Awards featured some of the largest firms and companies in the country," agency principal, Sabrina McLaughlin, APR, said. "Our success in this competition shows our ability to run with the big dogs. I'm extremely proud of my team and the quality of work they were able to deliver for our clients this year."

Of the eight entries submitted this year by Insight, the team walked away with Lantern Awards in the event invitation design, special event planning, research programs, and client brochure categories. Awards of Excellence were presented to Insight in the logo design and brand management categories and a Certificate of Merit was presented for qualitative research. Local clients whose projects were recognized include Nightown, Emerald Coast Children's Advocacy Center, Destin Real Estate Company and the University of West Florida.

Competition judges commented that Insight's entries featured a clean, professional and simple design aesthetic while showing the team's ability to "think outside of the box to deliver innovative concepts".

For more information about Insight or the Lantern Awards contact Sabrina McLaughlin at (850) 712-0538 or visit www.insightfulconcepts.com.

Insight Marketing Communications, Inc., evolved in early 2008 from the well established PR Girl, Inc., which was a firm opened by agency principal, Sabrina McLaughlin, APR in the spring of 2005. Insight specializes in strategic integrated marketing partnerships with and for its clients by providing a variety of services including: communication audits, traditional and viral advertising campaigns, graphic design, copywriting, media relations management, electronic commercial production, media buying, market research and organizational seminars.

###



850.712.0538 FL
520.280.7525 AZ

850.201.6772 fax

www.InsightfulConcepts.com